

## ORDER



**Orders**  
**Order / Rev:** 187522  
**Alt Order #:**  
**Product Desc:** Obama for America  
**Estimate:** 1537 Sked A - Add  
**Flight Dates:** 10/30/12 - 11/06/12  
**Original Date / Rev:** 10/30/12 / 10/30/12  
**Order Type:** GENERAL

KMGH

**Primary AE:** David Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency Name:** GMMB Inc.  
**Buying Contact:** Kristen Keuleman  
**Billing Contact:**  
 1010 Wisconsin Ave, NW  
 Washington DC, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** President/Obama (D)  
**Demographic:** A25-54  
**Product Codes:** PL1-President  
**Priority:** PREEMPTIBLE  
**Revenue Codes:** POL, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** MAJ  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	44	\$154,060.00	\$130,951.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	44	\$154,060.00	\$130,951.00	0.00
<b>Totals</b>	<b>44</b>	<b>\$154,060.00</b>	<b>\$130,951.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	11/06/12	11/06/12	7News at 5AM 7News at 5AM	CA	5AM-530AM	-T-----	:30	1	\$450.00	P2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----		1				\$450.00		0.00			
N 2	KMGH	11/06/12	11/06/12	7News at 530AM 7News at 530AM	CA	530AM-6AM	-T-----	:30	1	\$525.00	P2	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----		1				\$525.00		0.00			
N 3	KMGH	10/31/12	11/04/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	--WTF-S	:30	4	\$2,250.00	P2	0.00	NM	4	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF-S		4				\$2,250.00		0.00			
N 4	KMGH	11/05/12	11/05/12	ABC Mon A Dancing With The Stars	CA	7P-9P	M-----	:30	1	\$13,500.00	P1	0.00	NM	1	\$13,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$13,500.00		0.00			
N 5	KMGH	11/05/12	11/05/12	ABC Mon C Mon C	CA	9P-10P	M-----	:30	1	\$8,550.00	P2	0.00	NM	1	\$8,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$8,550.00		0.00			
N 6	KMGH	10/31/12	10/31/12	Modern Family (only) MODERN FAMILY	CA	8P-830P	--W----	:30	1	\$9,950.00	P2	0.00	NM	1	\$9,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----		1				\$9,950.00		0.00			

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Advertiser: President/Obama (D)  
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KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KMGH	11/01/12	11/01/12	Country Music Awards Country Music Awards	CA	7P-10P ---T---	:30	2	\$10,500.00	P2	0.00	NM	2	\$21,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	---T---		2		\$10,500.00		0.00				
N 8	KMGH	11/02/12	11/02/12	ABC Fri A ABC Fri A	CA	7P-8P ----F--	:30	1	\$2,425.00	P1	0.00	NM	1	\$2,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----F--		1		\$2,425.00		0.00				
N 9	KMGH	11/02/12	11/02/12	ABC Fri B ABC Fri B	CA	8P-9P ----F--	:30	2	\$5,000.00	P1	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----F--		2		\$5,000.00		0.00				
N 10	KMGH	11/04/12	11/04/12	ABC Sun A ABC Sun A	CA	6P-7P -----S	:30	1	\$3,150.00	P2	0.00	NM	1	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----S		1		\$3,150.00		0.00				
N 11	KMGH	11/04/12	11/04/12	ABC Sun B ABC Sun B	CA	7P-8P -----S	:30	1	\$9,000.00	P1	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----S		1		\$9,000.00		0.00				
N 12	KMGH	11/04/12	11/04/12	ABC Sun C ABC Sun C	CA	8P-9P -----S	:30	1	\$8,500.00	P1	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----S		1		\$8,500.00		0.00				
N 13	KMGH	11/04/12	11/04/12	ABC Sun D ABC Sun D	CA	9P-10P -----S	:30	1	\$6,000.00	P2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----S		1		\$6,000.00		0.00				
N 14	KMGH	11/03/12	11/03/12	ABC College FB - Early ABC College FB - Early	CA	10A-130P -----S-	:30	3	\$2,800.00	P1	0.00	NM	3	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----S-		3		\$2,800.00		0.00				
N 15	KMGH	11/03/12	11/03/12	ABC College FB - Afternoon ABC College FB - Afternoon	CA	130P-5P -----S-	:30	3	\$3,825.00	P1	0.00	NM	3	\$11,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----S-		3		\$3,825.00		0.00				
N 16	KMGH	11/03/12	11/03/12	ABC College FB - Prime ABC College FB - Prime/PA	CA	6P-930P -----S-	:30	3	\$6,500.00	P1	0.00	NM	3	\$19,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----S-		3		\$6,500.00		0.00				
N 17	KMGH	11/04/12	11/04/12	SUN Sports Extra-KMGH 10P News Sunday Sports	CA	1037P-11p -----S	:30	1	\$1,010.00	P1	0.00	NM	1	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----S		1		\$1,010.00		0.00				
N 18	KMGH	11/06/12	11/06/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A -T-----	:30	3	\$925.00	P2	0.00	NM	3	\$2,775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	-T-----		3		\$925.00		0.00				
N 19	KMGH	11/06/12	11/06/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A -T-----	:30	4	\$925.00	P2	0.00	NM	4	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	-T-----		4		\$925.00		0.00				
N 20	KMGH	11/06/12	11/06/12	9a-930a Right This Minute 9a-930a Right This Minute	CA	9a-930a -T-----	:30	1	\$475.00	P2	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	-T-----		1		\$475.00		0.00				
N 21	KMGH	11/06/12	11/06/12	930a-10 Right This Minute 930a-10 Right This Minute	CA	930a-10a -T-----	:30	1	\$475.00	P2	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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N21	KMGH	11/06/12	11/06/12	930a-10 Right This Minute 930a-10 Right This Minute	CA	930a-10a -T-----	:30	1	\$475.00	P2	0.00 NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	-T-----				1	\$475.00		0.00		
N22	KMGH	11/06/12	11/06/12	The View THE VIEW	CA	10A-11A -T-----	:30	2	\$600.00	P2	0.00 NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	-T-----				2	\$600.00		0.00		
N23	KMGH	11/06/12	11/06/12	The CHEW The CHEW	CA	1157A-1P -T-----	:30	2	\$600.00	P1	0.00 NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	-T-----				2	\$600.00		0.00		
N24	KMGH	10/31/12	11/02/12	The CHEW The CHEW	CA	1157A-1P --WTF--	:30	3	\$600.00	P1	0.00 NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--WTF--				3	\$600.00		0.00		
											Totals	44	\$154,060.00